

**CLAIMS**

1. A method for producing a printed product in response to changes to a corporate sales management system, the method comprising the steps of:

(1) monitoring the sales management system to detect a predefined sales event;

(2) in response to detecting the predefined sales event in step (1), generating event data comprising information that describes the sales event; and

(3) in a print processing facility, receiving the event data, comparing the event data to one or more predefined event rules that determine whether the printed product should be produced and, in response to a positive determination, automatically generating a print order for the printed product using information extracted from the event data.

2. The method of claim 1, wherein step (3) comprises the step of automatically generating a procurement request that requires approval by a corporate employee; and

further comprising the step of approving the procurement request before the printed product is produced.

3. The method of claim 2, further comprising the step of:

transmitting the procurement request to a procurement system located at a corporate facility.

4. The method of claim 3, further comprising the step of transmitting the approval to the print processing facility which, in response thereto, produces the printed product.

5. The method of claim 1, wherein the print order comprises a print production request that is directly fulfilled by a print production system without further approvals.

6. The method of claim 1, further comprising the step of checking one or more print criteria that must be satisfied before the printed product is actually produced.

7. The method of claim 1, wherein the printed product comprises sales literature.

8. The method of claim 1, wherein the printed product comprises an award for a sales employee.

9. The method of claim 1, further comprising the step of transmitting over the Internet the event data to the print processing facility.

10. The method of claim 1, further comprising the step of retrieving corporate-specific information in addition to the event data and using the corporate-specific information to generate a print production request.

11. The method of claim 10, wherein the corporate-specific information comprises a corporate logo that is not stored in the corporate database.

12. The method of claim 1, wherein step (3) comprises the step of generating a print production request to produce the printed product without any human intervention at the corporate facility and without any human intervention at the print production facility.

13. The method of claim 1, further comprising the step of translating at least some of the event data into a common print production request based on a schema mapping between fields in the corporate database and fields stored in the print processing facility.

14. The method of claim 1, further comprising the steps of:

(4) monitoring a second corporate sales management system to a second predefined sales event different from the predefined sales event of step (1);

(5) in response to detecting the second predefined sales event in step (4), generating second event data comprising information that describes the second predefined sales event; and

(6) in the print processing facility, receiving the second event data, comparing the second event data to one or more predefined event rules that determine whether the printed product should be produced and, in response to a positive determination, automatically generating a second print order for the printed product using information extracted from the second event data.

15. The method of claim 1, wherein the predefined sales event comprises adding a new client to a client list.

16. The method of claim 1, further comprising the step of creating the one or more event rules by specifying parameters on a computer screen.

17. A system producing a printed product in response to changes in a corporate sales management system, the system comprising:

a computer-implemented database monitor located at a corporate facility, wherein the database monitor detects changes to the corporate sales management system and, in response thereto, generates event data comprising information that describes the sales management event; and

a print processing facility, located at a geographic location different from the corporate location and coupled to the database monitor over a network, wherein the print

processing facility receives the event data, compares the event data to one or more predefined event rules that determine whether the printed product should be produced and, in response to a positive determination, automatically generates a print order for the printed product using information extracted from the event data.

5           18. The system of claim 17, wherein the print order comprises a procurement request that requires further approval by a corporate employee before the printed product is produced.

10           19. The system of claim 17, wherein the procurement request is approved in a procurement system located at the corporate facility, and wherein the print processing facility transmits the procurement request to the procurement system for approval by the corporate employee.

20           20. The system of claim 19, wherein the procurement system transmits the approval to the print processing facility which, in response thereto, produces the printed product.

15           21. The system of claim 17, wherein the print order comprises a print production request that is directly fulfilled by a print production system without further approvals.

22. The system of claim 17, wherein the print order comprises one or more print criteria that must be satisfied before the printed product is actually produced.

23. The system of claim 17, wherein the print processing facility notifies a corporate employee via e-mail of the print order.

20           24. The system of claim 17, wherein the corporate employee is specified in one of the predefined event rules.

25           25. The system of claim 17, wherein the database monitor and the print processing facility communicate over the Internet.

26. The system of claim 17, wherein the print processing facility retrieves corporate-specific information in addition to the event data and uses the corporate-specific information to generate a print production request.

27. The system of claim 26, wherein the corporate-specific information comprises a corporate logo that is not stored in the corporate sales management system.

30           28. The system of claim 17, wherein the print processing facility generates a print production request to produce the printed product without any human intervention at the corporate facility and without any human intervention at the print production facility.

29. The system of claim 17, wherein the print processing facility translates at least some of the event data into a common print production request based on a schema mapping between fields in the corporate human resources database and fields stored in the print processing facility.

5        30. The system of claim 17, wherein the printed product comprises a sales brochure.

31. A print processing facility coupled to a plurality of corporate locations each comprising a sales management system, wherein the print processing facility receives from each of the plurality of corporate locations event data describing a predefined sales, compares the event data to one or more predefined event rules that determine whether a printed product  
10 should be produced and, in response to a positive determination, automatically generates a print order for the printed product using information extracted from the event data.

32. The print processing facility of claim 31, wherein the sales event comprises the creation of a new client contact.